

White Paper: Using Existing Conditions Documentation for Event Planning

Introduction

One of the most frequent use cases for Existing Conditions Documentation (ECD) driving Ground Truth engagements is planning for events. In the San Francisco Bay Area, the density of culture-oriented technical companies and numerous musical and theatrical events creates a robust event-based economy. These events are often large-budget productions employing leading event planning professionals, but we have also been employed by facilities and campus event managers to provide planning and marketing documentation for weddings, art shows, and installations. The common denominator among these projects is a desire on the part of the customer and the property manager to have the information required to make selection, planning, and budgeting decisions quickly and accurately.

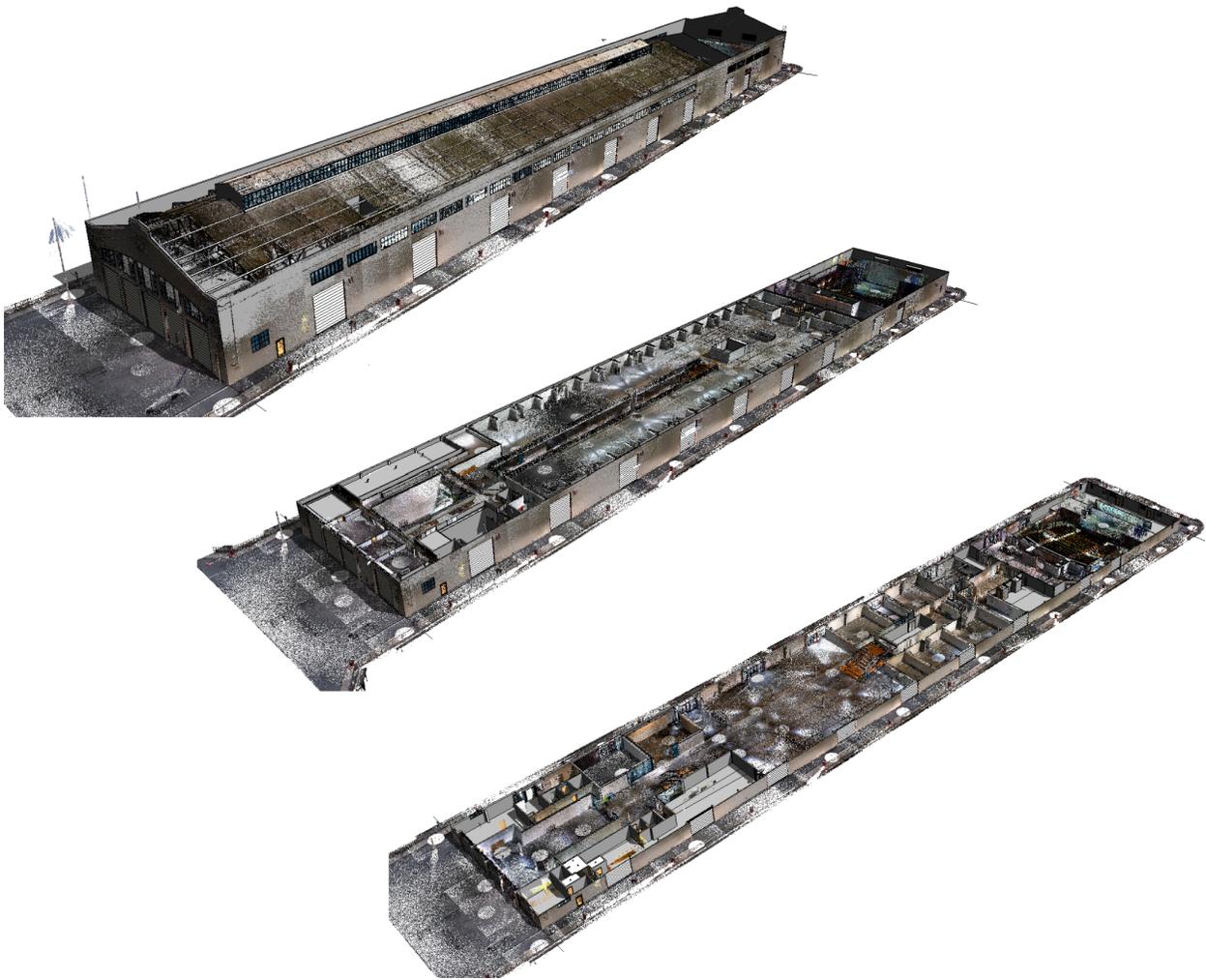


San Francisco Cruise Ship Terminal LiDAR Pointcloud

Use Case 1 - SF Cruise Ship Terminal Corporate Event Planning

[Design, Bitches](#), A leading LA-based event planning company engaged Ground Truth to document nearly 100,000 square feet of the SF Cruise Ship Terminal, the location for a large corporate conference and user event. This facility presented a complex challenge as a warehouse-type space built on a pier, featuring a combination of interior and exterior areas. The multi-story structure included high ceilings with exposed steel and exotic specialty equipment for x-ray baggage scanning and passenger check-in.

The planners critically needed to understand elements that drop from the ceiling as well as the complete floor plan for safe and effective design. Furthermore, the event planners wanted to be able to virtually "visit" the building without incurring the time and expense of traveling from Los Angeles to San Francisco. This was a quick turnaround project, requiring only one day for data capture and two weeks for modeling, and a 3D flythrough was generated as a low-cost byproduct of the modeling process.



Fort Mason Pier 2 Herbst Pavillion Pointcloud superimposed on BIM Model

Use Case 2 - Fort Mason Pier Corporate Event Planning

In another successful engagement, Ground Truth worked with the same leading [LA Event planning company](#) on the Fort Mason Pier project for another large technical user conference. Documentation covered 80,000 square feet over two buildings plus exterior patio space. While Fort Mason possessed basic 2D plans, the event planners required a highly accurate view of the spaces in 3D to design large, intricate installations.

The 3D model generated by Ground Truth was instrumental, allowing the event planner to generate detailed 3D isometric views of the two floors and additional loft spaces, and to create additional 2D section views as required for their design work. This project was also completed with a quick turnaround, requiring just one day for data collection and two weeks of modeling.



Silicon Valley Tech Company Headquarters LiDAR Scan superimposed on BIM Model

Use Case 3 - On Campus Employee Event for a Silicon Valley Tech Company

This use case involved working with a [One Hat, One Hand](#), a multidisciplinary event and art installation design company from San Francisco planning an on-campus employee event. A focal feature of the event involved beautifully designed sculptures that appeared abstract until viewed from a specific direction when they revealed a message. The designers required very high accuracy site and landscape scans to model and place the individual components of the sculpture to account for grade changes and potential landscape obstructions and to ensure that the elements would align perfectly to produce the desired effect.

Ground Truth scanned 30,000 square feet of parking lot and landscape to generate a highly accurate topographic model. This model was then imported into a leading game design engine to support the designer's advanced workflow.

Additionally, while on site, the client requested an Existing Conditions Documentation of the main lobby and public spaces of the company headquarters. Their objective was to design and place additional elements in the building to enhance the event experience transition from the interior to the exterior spaces. The data collection for this entire engagement took less than a day, and the modeling, including conversion to a format usable by the game development software, took less than a week to complete.

Although the designers office is less than an hour away from the installation, they relied on the 3D model and 360° photos to review site conditions while designing and communicating with the client without requiring time consuming and costly site visits.



Three Dimensional Art Installation in a Corporate Public Space

Use Case 4 - Art Installation Planning for Corporate Campuses

The same [San Francisco based installation design company](#) engaged Ground Truth to provide highly accurate and detailed Existing Conditions Documentation for multiple corporate campuses in Silicon Valley and San Francisco. Typically these installations were intricate, three dimensional art pieces affixed to structural elements in the ceilings and walls. Without accurate 3D plans designing and installing these sculptures can be a slow and error prone process.

By designing from an accurate model the client was able to tailor their design to the exact specification of the space, resulting in better outcomes without changes and rework.



Moraga Hall Set Up for a Wedding in The Presidio of San Francisco National Park

Use Case 5 - General Campus Existing Conditions Documentation for The Presidio of San Francisco

Ground Truth was engaged to scan over 1 million square feet across dozens of buildings in The Presidio of San Francisco National Park. The primary use case was to enable planning for the conversion of military buildings to commercial and residential use. Although most of the buildings were well built and maintained, the configuration of the spaces no longer aligned with current corporate design preferences.

Due to the extraordinary natural beauty of the site and buildings in the park, The Presidio is a highly desirable location for corporate events, weddings, and parties. To improve public awareness of event sites and to facilitate sales and planning of events in addition to planning for renovation and maintenance, The Presidio needed accurate, easy-to-share documentation of the spaces.

The Presidio generates Existing Conditions Documentation for their 800 buildings on an as-needed basis. Their intent is to ultimately have a detailed GIS-like database for the entire park, containing thorough existing conditions and operational data for all buildings, roads, sites, landscape, and infrastructure, thereby streamlining all future planning and event-related decision-making.

Investing in Existing Conditions Documentation (ECD) for event planning translates directly into significant cost savings and enhanced operational efficiency. As demonstrated by the diverse use case, from navigating the complexities of the SF Cruise Ship Terminal to executing highly accurate installations at a Silicon Valley campus, ECD minimizes the risk of costly errors and last-minute design changes. By providing accurate, easy-to-share 3D models and detailed plans from the outset, planners can streamline decision-making, reduce the need for expensive site visits, and accelerate timelines, with data capture often completed in a single day. This proactive approach ensures that large, intricate installations and comprehensive planning are executed with precision, making ECD an essential tool for any organization looking to maximize its event planning budget and deliver flawless experiences.